

T S1/3,K/ALL

1/3,K/1 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

15515633 SUPPLIER NUMBER: 93989408 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Affinity-based media selection: magazine selection for brand message
absorption.**

Kusumoto, Kazuya

Journal of Advertising Research, 42, 4, 54(12)

July-August, 2002

ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 4269 LINE COUNT: 00412

Kusumoto, Kazuya

?

Set	Items	Description
S1	1	AU= 'KUŞUMOTO, KAZUYA'